

Smart Media Group - Alexandria  
814 King St  
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC  
Submission Number 387 Issue 2



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

|                 |                              |                          |                     |                    |                    |
|-----------------|------------------------------|--------------------------|---------------------|--------------------|--------------------|
| Client:         | Pat McCrory /R/ Governor/ NC | Submission Cost:         | 13435               | Campaign Ref:      | E:120710066        |
| Buyer:          | NC                           | Client/Product/Estimate: | MCCRO /ORDR /C08C14 | Sales Rep:         | HRP Washington, DC |
| Schedule Dates: | 10/08/12 to 10/14/12         | Weeks:                   | 1                   | Order Ref:         | 06217625           |
| Est./PO Number: | 06217625                     | Contract type:           | Political           | Business Type:     | POLITICAL          |
|                 |                              |                          |                     | Business Category: | Transactional      |

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|              |                  |                |                                  |       |
|--------------|------------------|----------------|----------------------------------|-------|
| Product:     | McCrory 4 NC Gov | Booking Group: | WSPA                             | 13435 |
| Demographic: | (L) Household    | Order:         |                                  |       |
|              |                  | Key Market:    | Greenville Spartanburg Asheville |       |

| Ref                   | Sales Product Details                         | Rate | Spot Type   | 10/08                         | Total | Cost |
|-----------------------|---|------|-------------|-------------------------------|-------|------|
| 1                     | M-F 3p ET / 2p CT Let's Make A Deal<br>...F.. | 150  | 30<br>Comme | Nbr of Spots                  | 1     | 150  |
| 2                     | M-F 4-5p Judge Judy<br>...F..                 | 225  | 30<br>Comme | Nbr of Spots                  | 1     | 225  |
| 3                     | M-F 8a CBS This Morning<br>...F..             | 110  | 30<br>Comme | Nbr of Spots                  | 1     | 110  |
| 4                     | M-F 9a Dr Phil<br>...F..                      | 150  | 30<br>Comme | Nbr of Spots                  | 1     | 150  |
| 5                     | Fri 9p ET / 8p CT Made in Jersey<br>...F..    | 900  | 30<br>Comme | Nbr of Spots                  | 1     | 900  |
| 6                     | M-F 1135p ET / 1035p CT Late Show<br>M.....   | 170  | 30<br>Comme | Nbr of Spots                  | 1     | 170  |
| 7                     | M-F 3p ET / 2p CT Let's Make A Deal<br>M..... | 150  | 30<br>Comme | Nbr of Spots                  | 1     | 150  |
| <b>Weekly Totals:</b> |   |      |             | <b>Total Spots(Ord Spots)</b> | 34    | 34   |
|                       |   |      |             | <b>Closed PR</b>              | 1     | 1    |

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| <b>Buyer:</b> ..                            | <b>Client/Product/Estimate:</b> MCCRO /ORDR /C08C14 | <b>Sale Rep:</b> HRP Washington, DC     |
| <b>Schedule Dates:</b> 10/08/12 to 10/14/12 | <b>Weeks:</b> 1                                     | <b>Order Ref:</b> 06217625              |
| <b>Est./PO Number:</b> 06217625             | <b>Contract type:</b> Political                     | <b>Business Type:</b> POLITICAL         |
|   |   | <b>Business Category:</b> Transactional |

| Ref  | Sale Product Details                             |  |  | Rate | Spot Type   |              | 10/08 | Total | Cost |
|--|--|--|--|------|-------------|--------------|-------|-------|------|
| 8  | M-F 4-5p Judge Judy<br>M.....                    |  |  | 225  | 30<br>Comme | Nbr of Spots | 1     | 1     | 225  |
| 9  | M-F 8a CBS This Morning<br>M.....                |  |  | 110  | 30<br>Comme | Nbr of Spots | 1     | 1     | 110  |
| 10   | M-F 9a Dr Phil<br>M.....                         |  |  | 150  | 30<br>Comme | Nbr of Spots | 1     | 1     | 150  |
| 11   | Sat 10p ET / 9p CT 48 Hours<br>.....S.           |  |  | 600  | 30<br>Comme | Nbr of Spots | 1     | 1     | 600  |
| 12   | Sat 7p Access Hollywood<br>.....S.               |  |  |      | 30<br>Comme | Nbr of Spots |       |       |      |
| 13   | Sat 8-9p<br>.....S.                              |  |  | 400  | 30<br>Comme | Nbr of Spots | 1     | 1     | 400  |
| 14   | Sat 9-10p<br>.....S.                             |  |  | 400  | 30<br>Comme | Nbr of Spots | 1     | 1     | 400  |
| 15   | Sun 1030a ET / 930a CT Face The Nation<br>.....S |  |  | 275  | 30<br>Comme | Nbr of Spots | 1     | 1     | 275  |
| 16   | M-F 1135p ET / 1035p CT Late Show<br>...T...     |  |  | 170  | 30<br>Comme | Nbr of Spots | 1     | 1     | 170  |
| 17   | M-F 3p ET / 2p CT Let's Make A Deal<br>...T...   |  |  | 150  | 30<br>Comme | Nbr of Spots | 1     | 1     | 150  |
| <b>Weekly Totals:</b> Total Spots(Ord Spots) |  |  |  |      |             |              | 34    | 34    |      |
| Closed PR                                    |  |  |  |      |             |              | 1     | 1     |      |

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| Est./PO Number: | 06217625                     | Contract type:           | Political           | Business Type:     | POLITICAL          |
|                 |                              |                          |                     | Business Category: | Transactional      |

| Ref                   | Sale Product Details                          | Rate | Spot Type   | 10/08 | Total | Cost |
|-----------------------|---|------|-------------|-------|-------|------|
| 18                    | M-F 4-5p Judge Judy<br>...T...                | 225  | 30<br>Comme | 1     | 1     | 225  |
| 19                    | M-F 8a CBS This Morning<br>...T...            | 110  | 30<br>Comme | 1     | 1     | 110  |
| 20                    | M-F 9a Dr Phil<br>...T...                     | 150  | 30<br>Comme | 1     | 1     | 150  |
| 21                    | Tue 10p ET / 9p CT Vegas<br>T.....            | 1200 | 30<br>Comme | 1     | 1     | 1200 |
| 22                    | M-F 1135p ET / 1035p CT Late Show<br>T.....   | 170  | 30<br>Comme | 1     | 1     | 170  |
| 23                    | M-F 11a ET / 10a CT Price Is Right<br>T.....  | 225  | 30<br>Comme | 1     | 1     | 225  |
| 24                    | M-F 3p ET / 2p CT Let's Make A Deal<br>T..... | 150  | 30<br>Comme | 1     | 1     | 150  |
| 25                    | M-F 4-5p Judge Judy<br>T.....                 | 225  | 30<br>Comme | 1     | 1     | 225  |
| 26                    | M-F 8a CBS This Morning<br>T.....             | 110  | 30<br>Comme | 1     | 1     | 110  |
| 27                    | Tue 8p ET / 7p CT NCIS<br>T.....              | 2500 | 30<br>Comme | 1     | 1     | 2500 |
| <b>Weekly Totals:</b> |   |      |             | 34    | 34    |      |
| Closed PR             |   |      |             | 1     | 1     |      |

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| Ref                   | Sale Product Details                           | Rate | Spot Type   | 10/08                         | Total     | Cost      |
|-----------------------|--|------|-------------|-------------------------------|-----------|-----------|
| 28                    | M-F 9a Dr Phil<br>..T....                      | 150  | 30<br>Comme | Nbr of Spots                  | 1         | 150       |
| 29                    | Tue 9p ET / 8p CT NCIS Los Angeles<br>..T....  | 1900 | 30<br>Comme | Nbr of Spots                  | 1         | 1900      |
| 30                    | Wed 10p ET / 9p CT CSI<br>...W...              | 1200 | 30<br>Comme | Nbr of Spots                  | 1         | 1200      |
| 31                    | M-F 3p ET / 2p CT Let's Make A Deal<br>..W.... | 150  | 30<br>Comme | Nbr of Spots                  | 1         | 150       |
| 32                    | M-F 4-5p Judge Judy<br>..W....                 | 225  | 30<br>Comme | Nbr of Spots                  | 1         | 225       |
| 33                    | M-F 8a CBS This Morning<br>..W....             | 110  | 30<br>Comme | Nbr of Spots                  | 1         | 110       |
| 34                    | M-F 9a Dr Phil<br>..W....                      | 150  | 30<br>Comme | Nbr of Spots                  | 1         | 150       |
| 35                    | Sat 7p News<br>....S.                          | 150  | 30<br>Comme | Nbr of Spots                  | 1         | 150       |
| Mktd                  |  |      |             |                               |           |           |
| <b>Weekly Totals:</b> |  |      |             | <b>Total Spots(Ord Spots)</b> | <b>34</b> | <b>34</b> |
|                       |  |      |             | <b>Closed PR</b>              | <b>1</b>  | <b>1</b>  |

| Pre-emption Summary |                         |               |               |                    |                |
|---------------------|-------------------------|---------------|---------------|--------------------|----------------|
| Ref                 | Sale Product            | Spot Type     | Pre-empt Date | Setback            | Pre-empt Value |
| 12                  | Sat 7p Access Hollywood | 30 Commercial | 10/08/12      | Closed Pre Emption | 150.00         |
|                     |                         |               |               |                    | 35 (10/13)     |
|                     |                         |               |               |                    | 0000169848     |

| Ref | Sales Product | Spot Type | Pre-empt Date | Status | Pre-empt Value | Makegood Line(s) (Dates) | Makegood Ref | Campaign Ref |
|-----|---------------|-----------|---------------|--------|----------------|--------------------------|--------------|--------------|
|-----|---------------|-----------|---------------|--------|----------------|--------------------------|--------------|--------------|

Grand Totals

|  |  |  |  |                   |  |  |  |  |
|--|--|--|--|-------------------|--|--|--|--|
|  |  |  |  | Month 10 Weeks: 4 |  |  |  |  |
|  |  |  |  | 10/08             |  |  |  |  |
|  |  |  |  | 34                |  |  |  |  |
|  |  |  |  | 13435             |  |  |  |  |

Grand Totals:

|              |           |
|--------------|-----------|
| Spots:       | 34        |
| Gross Total: | 13,435.00 |
| Commission:  | 2,015.25  |
| Net Total:   | 11,419.75 |

AGENCY: SMART MEDIA GROUP BUYER: MICHELE BROOKS  
ADVERTISER: POLI/P MCCRORY/R/GOV ESTIMATE#: C08C14  
PRODUCT: MCCRORY 4 NC GOV OCT8/12 - OCT14/12 (WKS-1)

CONTRACT TOTAL 13435.00  
TOTAL SPOTS

STATION MAKEGOOD OFFERS:

M1 UNRESL BUY#12 MISSED: SAT/700P-730P OCT13 30S \$150.00 (AUG3/12)  
OFFER: SAT/700P-730P OCT13 30S \$150.00 PLS ADVISE.  
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV